

2020 Census Integrated Communications Contract

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2020 Census Integrated Communications Contract

Overview

Title – 2020 Census Integrated Communications Contract (ICC)

Description – Procurement for acquiring services to plan, design, produce, implement, and monitor an integrated communications program for the 2020 Census

Requirements – These may include research and data analytics; marketing; advertising; public relations; partnership support; emerging communications technologies; and project management

Importance

- This contract supports the 2020 Census Program’s mission to conduct a complete and accurate census in 2020
- The partnership and communications program is the public face of the census
- This contract is a key foundation for a successful census
- We have learned a great deal from the last two censuses
- This knowledge has been instrumental in designing the plans for communications in 2020 including this contract

2020 Census Integrated Partnership and Communications Program Components



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Market Research

Request for Information (RFI)

- Released on FedBizOpps.gov on October 1, 2014
- Received 32 responses

Market Research Meetings

- Held 17 meetings
- List of questions tailored to each company to engage vendors in targeted discussions
- Queried small businesses on the best role they can serve on the program
- All meeting requests from vendors were granted

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Request for Proposal (RFP)

The Census Bureau is looking to award a contract to plan, design, integrate, produce, implement, and assess an integrated communications program in support of the U.S. Census Bureau's 2020 Decennial Census.

- Full and open competition
- One single award Indefinite Delivery Indefinite Quantity (IDIQ) contract
- Task Order Types: Firm Fixed Price (FFP), Time and Material (T&M), or a hybrid of both FFP and T&M
- Period of Performance: One (1) base year and five (5) option years
- Small businesses subcontracting goals
- Scheduled award date – August 17, 2016

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Milestones

Activity	Date(s)
Release Draft RFP	December 11, 2015 ✓
Hold Pre-Solicitation Conference and Vendor Expo	December 18, 2015 ✓
Release Final RFP	January 21, 2016 ✓
Receive Written Proposals from Offerors	February 22, 2016
Conduct Initial Evaluation	February 24 - March 18, 2016
Conduct Oral Presentations and Discussions	April 11 - May 5, 2016
Conduct Final Evaluation and Consensus	June 6 - July 15, 2016
Source Selection Announcement/Award	August 17, 2016

www.census.gov/about/business-opportunities/opportunities/vendor-opp/2014-10-15-2020-comm.html